

Message Text

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51
ACTION EUR-12

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P R 291418Z NOV 74
FM AMCONSUL MUNICH
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 5455
AMEMBASSY BONN
USMISSION BERLIN
AMCONSUL BREMEN
AMCONSUL DUESSELDORF
AMCONSUL FRAKURT
AMCONSUL HAMBURG
AMCONSUL STUTTGART

UNCLAS MUNICH 1823

COMMERCE FOR OIM/TRAFTON/CLAUSEN/THOMAS/RYNO

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: FINAL PRELIMINARY REPORT ELECTRONICA 74

- 1) ELECTRONICA 74
- 2) MUNICH, NOVEMBER 21-27, 1974
- 3) NUMBER OF EXHIBITORS - 58- REPRESENTING 78 FIRMS.

- 4) SALES DURING EXHIBITION - DOLLARS 3,070,000.
 - A. NTE/M ONLY - 1,105,000
 - B. OTM ONLY - 1,965,000

- 5) SALES PROJECTED SUBSEQUENT 12 MONTHS - DOLLARS 37,580,000.
 - A. NTE/M ONLY - 8,075,000
 - B. OTM ONLY - 29,505,000

- 6) NUMBER OF EXHIBITORS SEEKING EXREPS - 10

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- 7) NUMBER OF EXREPS APPOINTED - 28

8) NUMBER OF EXREP AGREEMENTS UNDER NEGOTIATION - 66

9) NUMBER OF TRADE VISITORS TO TRADE FAIR - 73,000. (31 PER CENT FROM OTHER COUNTRIES).

10) OUTSTANDING SUCCESS STORIES:

A. COMPUTERVISION CORP, COBILT AND DESIGN AUTOMATION DIVISIONS
- OTM FIRM. DISPLAYING WAFER INSPECTION STATION (COBILT)
AND COMPUTER AIDED DESIGN DRAFTING SYSTEM (DESIGN AUTOMATION)
RECEIVED TOTAL CUSTOMER ACCEPTANCE. TOTAL EXPECTED SALES FOR
NEXT 12 MONTHS FOR BOTH DIVISIONS IS DOLLARS 8 MILLION.
(COBILT 3.5 MILLION, DESIGN AUTOMATION 4.5 MILLION). IN ADDITION
180 STRONG POTENTIAL BUSINESS LEADS WERE OBTAINED. MR. M. DE
LEEUWE, COBILT DIVISION, DIRECTOR EUROPEAN OPERATION, COMMENDED ON
EXCELLENT COOPERATION BY COMMERCE STAFF. HOLD PUBLICATION.

B. TELEDYNE PHILBRICK - OTM FIRM. DISPLAYING A/D, D/A AND V/F
CONVERTERS. FIRM SOLD DOLLARS 50,000 ACTUAL DURING EVENT WITH
DOLLARS 5 MILLION EXPECTED NEXT 12 MONTHS; ALSO OBTAINED 141
POTENTIAL BUSINESS LEADS. MR. RISLEY, MGR. INTL. OPERATION,
DEDAM, MASS. NEGOTIATING WITH 7 POTENTIAL AGENTS DURING NEXT 12
MONTHS PERIOD.

C. ALMA CORPORATION - NTM FIRM. DISPLAYING CMOS INTEGRATED
CIRCUIT TESTER. SOLD DOLLARS 18,000 ACTUAL DURING WITH DOLLARS
300,000 EXPECTED NEXT 12 MONTHS; ALSO SIGNED TWO SALES REPS.
MR. PATTERSON, DIRECTOR OF MARKETING, MOUNTAIN VIEW, CALIF.
STATED IN REPORT: "AN EXCELLENT SHOW" THE RESULTS EXCEEDED OUR
EXPECTATIONS. WE FELT DEPARTMENT OF COMMERCE DID A FINE JOB OF
ORGANIZING AND PROMOTING U.S. EXHIBITION".

D. SCHWEBER ELECTRONICS - NTM (NOT LOOKING FOR AGENTS)
REPRESENTING 20 U.S. MANUFACTURERS OF ELECTRONIC COMPONENTS,
AMONG OTHERS RCA, MOTOROLA, FAIRCHILD PRODUCTS. CEM FIRM SOLD
ACTUAL DURING EVENT DOLLARS 600,000 WITH EXPECTED NEXT 12 MONTHS
PROJECTION DOLLARS 3 MILLION. PENETRATED COMMON MARKET COUNTRIES
ALSO SPAIN, YUGOSLAVIA AND HUNGARY. CUSTOMERS WERE IMPRESSED BY
QUICK TELETYPE ON THE SPOT ORDER PROCESSING SYSTEM USED BY SCHWEBER.
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E. JSH INTERNATIONAL - NTM FIRM. DISPLAYING ELECTRONIC TUBES AND
SEMICONDUCTORS. SOLD DOLLARS 58,000 ACTUAL DURING EVENT WITH DOLLARS
300,000 PROJECTED NEXT 12 MONTHS. PENETRATED HOLLAND AS NEW
COUNTRY MARKET AND PRESENTLY NEGOTIATING WITH 6 ADDITIONAL
AGENTS. MR. M. R. ZIDEL, EXECUTIVE V.P. OF JSH INTERNATIONAL,
L.A., CALIF. STATED IN REPORT "EXCELLENT EXPOSURE. SHOW PLANNED
WELL. DEPARTMENT OF COMMERCE STAFF BEYOND DESCRIPTION, AND WERE

EXTREMELY HELPFUL." "THE SHOW IN MY ESTIMATION WAS HIGHLY
SUCCESSFUL."

F. SILICON TECHNOLOGY CORPORATION - NTM FIRM. DISPLAYING INTEGRATED
DEVICES/SAW AND BLADES/AND INSTRUMENTS. SOLD DOLLARS
30,000 ACTUAL DURING EVENT WITH DOLLARS 500,000 EXPECTED NEXT
12 MONTHS; ALSO SIGNED ONE SALES REP IN FRANCE DURING SHOW.
NEW COUNTRY MARKETS PENETRATED IN GERMANY, RUSSIA, ITALY, POLAND,
YUGOSLAVIA, SWEDEN, FINLAND, AND FRANCE. GEORGE KACHAJIAN,
PRESIDENT, OAKLAND, N.J. STATED IN REPORT: "ORGANIZATION
ASSISTANCE AND TENDER LOVING CARE BY U.S. OFFICIALS WAS
EXEMPLARY. AFTER 22 YEARS OF BUSINESS SHOWS NO OTHER WAS BETTER
RUN."

G. STATE OF PENNSYLVANIA - REPRESENTING EIGHT NTM COMPANIES.
DISPLAYING COMPONENTS, ASSEMBLY LINE EQUIPMENT AND TESTING
INSTRUMENTS. SOLD DOLLARS 3,000 ACTUAL DURING EVENT WITH
DOLLARS 1,420,000 EXPECTED NEXT 12 MONTHS. THESE NTM FIRMS OBTAINED
678 POTENTIAL BUSINESS LEADS AND ARE ALSO NEGOTIATING WITH 40
POSSIBLE EUROPEAN REPS. MR. JOHN BRENNAN, DIRECTOR, PENNSYLVANIA
BUREAU OF INTERNATIONAL COMMERCE, BRUSSELS, BELGIUM, STATED:
"WITH SOME EXCEPTIONS THE PRODUCTS FROM THE STATE OF PENNSYLVANIA
WERE WELL RECEIVED BOTH BY END USERS AND PROSPECTIVE REPRESENTATIVES;
AS A FIRST EFFORT IT WAS EXTEMLY WORTHWHILE." VALDES

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